

Message Text

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ORIGIN EB-07

INFO OCT-01 EUR-12 ISO-00 AGR-10 COME-00 AGRE-00 /030 R

DRAFTED BY EB/OCA/CD:REDAY:JMN

APPROVED BY EB/OCA/CD:WERAU

USDOC/BEWT:RFROTHINGHAM

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UNCLAS STATE 231563

E.O. 11652: N/A

TAGS: OCON, BEXP, EEWT, XH

SUBJECT: EASTERN EUROPE ECONOMIC/COMMERCIAL OFFICERS'
CONFERENCE, SEPTEMBER 27-30, 1976

REF: STATE 214653; STATE 221062

WARSAW FOR CHARGE

1. AS INDICATED IN STATE 221062, CONFERENCE ORGANIZERS
HAVE BEEN PUTTING TOGETHER A QUOTE SESSION ORGANIZATION
GUIDE END QUOTE FOR EACH SESSION TO ASSIST IN CONFERENCE
PREPARATIONS.

2. FOR EC BRUSSELS: PLEASE NOTE THAT REAMS HAS BEEN
DESIGNATED RAPPOREUR FOR WORKSHOP B.

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3. SESSION ORGANIZATION GUIDE FOR WORKSHOP B AT 1430 HOUR
ON SEPTEMBER 29 FOLLOWS:

A. AGENDA ITEM: WORKSHOP B: TRADE PROMOTION PRACTICES
AND PROBLEMS

MODERATOR: RICHARD VIETS, BUCHAREST

RAPPORTEUR: PETER REAMS, USEC

PARTICIPANTS: F. BRENNE BACHMANN; WILLIAM BLACK; ALAN
PARKER; HENNING VONTILLIUS; ALTON JENKENS; JAMES MURRIN;
WILLIAM RAU; CARL SCHMIDT

B. OBJECTIVES OF SESSION: THE WORKSHOP SHOULD STRIVE FOR
AGREEMENT ON THE MOST EFFECTIVE TECHNIQUES FOR PROMOTING
U.S. COMMERCIAL RELATIONS WITH EASTERN EUROPE.

THE WORKSHOP SHOULD SELECT, FROM THE VARIOUS TOPICS AND
QUESTIONS DISCUSSED (NOT NECESSARILY LIMITED TO THOSE
LISTED BELOW) UP TO THREE OR FOUR FOR REPORTING AND
DISCUSSION IN THE PLENARY SESSION FOLLOWING THE WORKSHOP.

C. THRUST OF WORKSHOP: TO EXPLORE FOLLOWING TOPICS AND
QUESTIONS:

1) IS THE SCHEDULE OF ACTIONS TO BE TAKEN AT THE POST IN
CONNECTION WITH VARIOUS TRADE PROMOTION EVENTS A REALISTIC
SCHEDULE? IN WHAT WAY SHOULD IT BE MODIFIED AS TO THE
ACTIONS TO BE TAKEN OR AS TO THE TIMING OF SUCH ACTIONS

2) WHAT RECOMMENDATIONS DO THE POSTS HAVE CONCERNING THE
NATURE OF THE ADVANCE WORK TO BE DONE IN CONNECTION WITH
TECHNICAL SALES SEMINARS AND THE QUALIFICATIONS OF THE
ADVANCE OFFICERS? WHAT DEGREE OF SUPPORT SHOULD THE POST
RENDER TO EACH ADVANCE OFFICER?

3) HOW SHOULD THE MARKETING CAMPAIGN FOR TRADE PROMOTION
EVENTS BE CONDUCTED IN COUNTRIES OTHER THAN THE COUNTRY
IN WHICH THE EVENT IS HELD?

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4) WITH RESPECT TO MEMBERS OF EXHIBITING MANAGEMENT TEAMS
WHO MUST GO ON-SITE TO CONSTRUCT SHOWS, MOVE FREIGHT, AND
DEMOUNT EXHIBITS, WHAT COMMENTS DO THE POSTS HAVE
CONCERNING THE LENGTH OF TIME THESE PEOPLE SHOULD BE IN
THE FIELD TO DO THEIR JOB?

5) WHAT SUGGESTIONS ARE THERE FOR MAKING USE OF OUR SUP-

PORT OFFICE IN VIENNA FOR TRADE PROMOTION EVENTS HELD IN
EASTERN EUROPE AND THE SOVIET UNION?

6) WHAT ARE PROSPECTS FOR ADDITIONAL USG TRADE PROMOTION
OFFICES SUCH AS IN MOSCOW AND WARSAW?

7) WHAT TECHNIQUES, OTHER THAN TRADE FAIRS, TSS'S, AND
CATALOG SHOWS, PRESENT DEFINITE PROMISE IN PROMOTING U.S.
EXPORTS TO THE NME COUNTRIES? WHAT ARE THE ADVANTAGES
AND DISADVANTAGES IN USDOC PARTICIPATION IN FAIRS OTHER
THAN THE TRADITIONAL INTERNATIONAL FAIRS?

8) HOW BENEFICIAL IS THE PRESENCE OF VIP'S AT PROMOTIONAL
EVENTS STAGED BY USDOC, WHAT IS THEIR ROLE AND WHAT SHOULD
BE THE METHOD OF THEIR SELECTION? ROBINSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: MEETING AGENDA, TEXT, MEETINGS
Control Number: n/a
Copy: SINGLE
Draft Date: 18 SEP 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE231563
Document Source: CORE
Document Unique ID: 00
Drafter: REDAY:JMN
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760354-0020
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760945/aaaabmhc.tel
Line Count: 130
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 214653, 76 STATE 221062
Review Action: RELEASED, APPROVED
Review Authority: vandyklc
Review Comment: n/a
Review Content Flags:
Review Date: 25 FEB 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 FEB 2004 by MaustMC>; APPROVED <24 AUG 2004 by vandyklc>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: EASTERN EUROPE ECONOMIC/COMMERCIAL OFFICERS' CONFERENCE, SEPTEMBER 27-30, 1976
TAGS: OCON, BEXP, EEWT, XH, US
To: BERLIN BUCHAREST BUDAPEST MULTIPLE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006